

Effective November 2011

Utah WIC Program



Authorized WIC Foods



Nutrition for Healthy Lives



UTAH | WOMEN, INFANTS & CHILDREN

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Before you shop:

- ✓ Please read this booklet. If you have any questions, ask a WIC staff member.
- ✓ Locate WIC authorized stores near you. Your clinic has a list of these stores.
- ✓ Bring your WIC ID packet with you when you shop.
- ✓ Read your checks. Know that you must use them between the “first date to use” and the “last date to use.”

While shopping:

- ✓ Choose WIC approved foods as listed on your checks and in this booklet.
- ✓ It is your responsibility to know which foods you can buy with WIC checks. Please note that some foods require you to buy the ***Store brand/private label**.
- ✓ Keep your WIC items separate, by check, from your other purchases.
- ✓ If you cannot find an item, speak with customer service or a grocery clerk. They may have more stock or may be able to order the product.

Cash-value vouchers:

- ✓ Do not go over the maximum value printed on your cash-value voucher for fruits and vegetables. Use a produce scale and the chart on pg 8-9 to help estimate the cost of each item.
- ✓ If the total cost of your fruit and vegetable purchases is more than the maximum value on your voucher, you cannot pay the extra amount.
- ✓ Each cash value voucher must be treated as a separate transaction.

At the checkout:

- ✓ Hand your WIC check(s) and WIC ID Packet to the cashier when you arrive at the check stand.
- ✓ Sign your check only after the cashier has written in the total purchase price.
- ✓ Your signature on the check must stay within the signature box and must match your signature on the WIC ID Packet.
- ✓ You should never pay or receive any cash while using a WIC check.
- ✓ You may not return your WIC foods to the store for cash, credit or other items.
- ✓ If you do not follow WIC policies, the store can politely refuse your transaction and refer you to the clinic.
- ✓ Please treat store staff with respect and courtesy. You can expect the same treatment.
- ✓ If you have any concerns about your shopping experience, please speak to a store manager or a staff member at your WIC clinic.

***Store Brands/Private Labels:** A store brand (*also called a private label*) MUST be purchased when indicated in the Authorized WIC Foods booklet. Some examples of store brands/private labels include: Western Family, Kroger, Albertsons/Essential Everyday, Great Value, Market Pantry, Hy-Top, (Malt-O-Meal bag cereals are authorized under this definition), other store brands/private labels may be available. If a store carries more than one store brand/private label, then either product may be purchased regardless of price. If the store does not carry a store brand/private label for the WIC food item, then the cheapest brand name food item (such as Skippy, Kraft, Meadow Gold, etc.) can be purchased.

For cold cereal, full strength juice and frozen juice only, the WIC client MUST purchase an authorized store brand or private label (Western Family, Kroger, Albertsons/Essential Everyday, Great Value, Market Pantry, Hy-Top, Malt-O-Meal bag cereals are authorized under this definition) and cannot substitute a brand name (Kellogg's, General Mills, Post, Quaker Oats, Juicy Juice, Welch's, etc.). If the State WIC Office has determined that a retailer cannot obtain a store brand or private label cereal or juice, then a separate card will be given to the WIC participant indicating what can be purchased at those retailers.

Organic: Organic food items are not allowed except for fresh fruits and vegetables.

Special Food Letter: Foods not listed in this booklet may only be purchased if your WIC clinic gives you a “Special Food Letter.” The letter must be printed on local or State health department letterhead stationery.

Infant Cereal

Buy: Dry, 8 oz box

Gerber, Beechnut

- Oatmeal
- Rice
- Mixed Grain/Multigrain
- Barley
- Whole Wheat



Do Not Buy: With added formula, fruit, yogurt, probiotics or DHA/ARA; Beechnut Good Morning, organic

Baby Food

Buy: Single or mixed fruit and/or single or mixed vegetables

4 oz jar, Stage 2 and 2 ½ Textures are allowed

- Gerber, Beechnut



4 oz 2-packs

(Each 2-pack counts as 2 jars)

- Wal-Mart Parent's Choice
- Target Up & Up

Do Not Buy: 3.5 oz 2-packs, vegetables and fruits mixed together, medleys, dinners, delights, custards, cobblers, desserts, organic or added DHA/ARA, cereal, pasta, rice, meat, sugar, salt

Baby Food Meat

Baby food meats are an extra benefit for fully-breastfed infants.

Buy: "Single meat" variety with added broth or gravy

- 2.5 oz jar
- Gerber, Beechnut



Do Not Buy: Meat sticks, dinners, organic or added DHA/ARA, pasta, rice, vegetables, sugar, salt

Infant Formula

Buy: Size and description as printed on check

Milk

Buy: *Store brand/private label

- Pasteurized. Size, description, and fat content as printed on check.
- Lactose-free milk only if printed on check

Do Not Buy: Flavored, Skim Royale/Delight



Cheese

Buy: *Store brand/private label

- Block, domestic. *May combine different sizes to equal amount printed on check.*
- Cheddar (mild, medium, or sharp)
- Colby
- Colby Jack
- Longhorn
- Longhorn Colby
- Monterey Jack
- Mozzarella



Do Not Buy: Deli, sliced, shredded, string, reduced-fat, cheese food/spread/product

Eggs

Buy: *Store brand/private label

- Medium, white

Do Not Buy: Brown, cage-free, omega-3





Juice

For full strength juice and frozen juice, the WIC client MUST purchase an authorized store brand or private label (Western Family, Kroger, Albertsons/Essential Everyday, Great Value, Market Pantry, Hy-Top) and cannot substitute a brand name (Juicy Juice, Welch's, etc.). If the State WIC Office has determined that a retailer cannot obtain a store brand or private label juice, then a separate card will be given to the WIC participant indicating what can be purchased at those retailers.

Buy: *Store brand/private label

- Unsweetened, 100% juice; single flavor only
- Size as printed on check

Women: 12 oz frozen

Children: 64 oz container

Orange, Grapefruit, Pineapple, Apple, Grape

- 64 oz refrigerated container for orange juice is allowed

Tomato/Vegetable Juice

- 64 oz container
- Regular flavor only. Low sodium allowed.



Calcium-fortified juice and cranberry juice require a Special Food Letter.

Do Not Buy: Refrigerated juices (except orange juice), cocktails, blends, nectars, white grapefruit juice, Kroger or Market Pantry 64 oz orange juice



Beans & Lentils

Buy: *Store brand/private label

- 1 lb (16 oz) dry package
- 15-16 oz can
- Baby Lima, Black, Black-eye Peas, Garbanzo, Great Northern, Kidney, Lentils, Navy, Pinto, Red, Split Peas, White

Do Not Buy: Flavored, bean soup mix, large lima, Mayocoba, mixed beans, refried beans, chili, baked beans, beans with meat, canned green peas, snap beans, green beans, wax beans



Peanut Butter

Buy: *Store brand/private label

- 18 oz creamy or crunchy

Do Not Buy: Reduced fat, added honey/jelly, peanut butter spread, natural



Canned Fish

Canned fish is an extra benefit for mothers who are fully breastfeeding.

Buy: 5 oz chunk light tuna or pink salmon, water or oil packed

- Tuna: *Store brand/private label
- Salmon: *Store brand/private label or brand name

Do Not Buy: Solid white or chunk white albacore tuna; red, blueback, Atlantic, or sockeye salmon; low sodium; gourmet; flavored/seasoned; pouches

Fruits & Vegetables



Buy: Dollar amount as listed on cash value voucher

- Whole, pre-cut or packaged
- Salad greens in a bag
- Yams, sweet potatoes, gingerroot, taro root, coconuts, mushrooms, habanero peppers, garlic, and fresh salsa without added sugar or oil are allowed
- Organic allowed

Do not exceed the dollar amount on the voucher

Do Not Buy: Frozen, canned, dried, packages with dips or dressings, salad bars, party trays, herbs and spices (see below), salsa with sugar or oil, pastuerized salsa, white potatoes (i.e., white, russet, Yukon gold, new, red, blue, purple), decorative pumpkins, roasted green chilies

The following herbs and spices are not allowed:
Anise, dill, parsley, basil, fenugreek, rosemary, bay leaves, horseradish, sage, caraway, lemon grass, savory, chervil, marjoram, tarragon, chives, mint, thyme, cilantro, oregano, vanilla bean, aloe vera

Price per Pound	Total Price for Fruits & Vegetables											
\$3.99	\$3.99	\$4.99	\$5.99	\$6.98	\$7.98	\$9.98	\$11.97	\$13.97	\$15.96	\$17.96	\$19.95	
\$3.49	\$3.49	\$4.36	\$5.24	\$6.11	\$6.98	\$8.73	\$10.47	\$12.22	\$13.96	\$15.71	\$17.45	
\$2.99	\$2.99	\$3.74	\$4.49	\$5.23	\$5.98	\$7.48	\$8.97	\$10.47	\$11.96	\$13.46	\$14.95	
\$2.49	\$2.49	\$3.11	\$3.74	\$4.36	\$4.98	\$6.23	\$7.47	\$8.72	\$9.96	\$11.21	\$12.45	
\$1.99	\$1.99	\$2.49	\$2.99	\$3.48	\$3.98	\$4.98	\$5.97	\$6.97	\$7.96	\$8.96	\$9.95	
\$1.89	\$1.89	\$2.36	\$2.84	\$3.31	\$3.78	\$4.73	\$5.67	\$6.62	\$7.56	\$8.51	\$9.45	
\$1.79	\$1.79	\$2.24	\$2.69	\$3.13	\$3.58	\$4.48	\$5.37	\$6.27	\$7.16	\$8.06	\$8.95	
\$1.69	\$1.69	\$2.11	\$2.54	\$2.96	\$3.38	\$4.23	\$5.07	\$5.92	\$6.76	\$7.61	\$8.45	
\$1.59	\$1.59	\$1.99	\$2.39	\$2.78	\$3.18	\$3.98	\$4.77	\$5.57	\$6.36	\$7.16	\$7.95	
\$1.49	\$1.49	\$1.86	\$2.24	\$2.61	\$2.98	\$3.73	\$4.47	\$5.22	\$5.96	\$6.71	\$7.45	
\$1.39	\$1.39	\$1.74	\$2.09	\$2.43	\$2.78	\$3.48	\$4.17	\$4.87	\$5.56	\$6.26	\$6.95	
\$1.29	\$1.29	\$1.61	\$1.94	\$2.26	\$2.58	\$3.23	\$3.87	\$4.52	\$5.16	\$5.81	\$6.45	
\$1.19	\$1.19	\$1.49	\$1.79	\$2.08	\$2.38	\$2.98	\$3.57	\$4.17	\$4.76	\$5.36	\$5.95	
\$1.09	\$1.09	\$1.36	\$1.64	\$1.91	\$2.18	\$2.73	\$3.27	\$3.82	\$4.36	\$4.91	\$5.45	
\$0.99	\$0.99	\$1.24	\$1.49	\$1.73	\$1.98	\$2.48	\$2.97	\$3.47	\$3.96	\$4.46	\$4.95	
\$0.89	\$0.89	\$1.11	\$1.34	\$1.56	\$1.78	\$2.23	\$2.67	\$3.12	\$3.56	\$4.01	\$4.45	
\$0.79	\$0.79	\$0.99	\$1.19	\$1.38	\$1.58	\$1.98	\$2.37	\$2.77	\$3.16	\$3.56	\$3.95	
\$0.69	\$0.69	\$0.86	\$1.04	\$1.21	\$1.38	\$1.73	\$2.07	\$2.42	\$2.76	\$3.11	\$3.45	
\$0.59	\$0.59	\$0.74	\$0.89	\$1.03	\$1.18	\$1.48	\$1.77	\$2.07	\$2.36	\$2.66	\$2.95	
\$0.49	\$0.49	\$0.61	\$0.74	\$0.86	\$0.98	\$1.23	\$1.47	\$1.72	\$1.96	\$2.21	\$2.45	
Product Weight in Pounds												
1 lb 1 ¼ lbs 1½ lbs 1¾ lbs 2 lbs 2½ lbs 3 lbs 3½ lbs 4 lbs 4½ lbs 5 lbs												

Examples

Produce	Size	Estimated Cost
Bananas	\$0.59 lb 1 3/4 lbs	\$1.03
Oranges	\$0.79 lb 4 lbs	\$3.16
Apples	\$1.49 lb 2 1/2 lbs	\$3.73
Pears	\$1.19 lb 3 1/2 lbs	\$4.17
Tomatoes*	\$2.39 lb 2 lbs	\$4.98

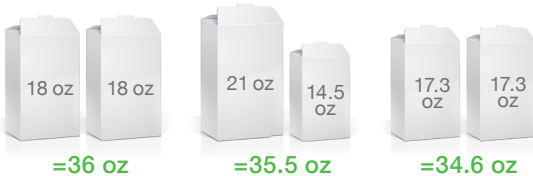
*The price for tomatoes is not listed on the chart. The estimated cost of \$4.98 came from rounding the \$2.39/lb to \$2.49/lb. Remember, you may need to round the actual price or weight to the nearest amount on the chart as shown in this example.



Cereal

Buy: *Store brand/private label, (12 oz sizes or larger). Boxes or bags in combinations equal to or less than amount printed on check. May buy infant or hot cereal as part of combination.

Examples of combinations not to exceed 36 oz:



For cold cereal, the WIC client MUST purchase an authorized store brand or private label (Western Family, Kroger, Albertsons/Essential Everyday, Great Value, Market Pantry, Hy-Top, Malt-O-Meal bag cereals are authorized under this definition) and cannot substitute a brand name (Kellogg's, General Mills, Post, Quaker Oats, etc.). If the State WIC Office has determined that a retailer cannot obtain a store brand or private label cereal, then a separate card will be given to the WIC participant indicating what can be purchased at those retailers.

Do Not Buy: Cold cereal box sizes smaller than 12 oz. Added fruit, low sugar, or flavored cereals such as chocolate, strawberry, or vanilla

These store brand/private label cereals meet the Federal WIC guidelines for iron and sugar content.



- **Albertsons/Essential Everyday:** Bran Flakes, Crunchy Wheat & Barley, Toasted Oats, Frosted Shredded Wheat (bite-size), Corn Flakes, Crispy Rice, Crunchy Corn Squares, Crunchy Rice Squares, Honey Oats & Flakes (honey only)
- **Great Value:** Honey Oats and Flakes, Frosted Shredded Wheat, Corn Flakes, Crispy Rice, Crunchy Nuggets, Toasted Corn, Toasted Rice, Toasted Wheat, Toasted Oats



- **Hy-Top:** Toasted Oats, Corn Flakes, Frosted Shredded Wheat (bite-size), Crisp Rice
- **Kroger:** Rice Bitz, Corn Bitz, Toasted Oats, Corn Flakes, Frosted Shredded Wheat (bite-size), Nutty Nuggets, Bran Flakes, Honey Crisp Medley (honey only)
- **Malt-O-Meal:** Honey & Oat Blenders, Frosted Mini Spooners, Crispy Rice
- **Market Pantry:** Frosted Shredded Wheat (bite-size), Toasted Oats, Honey & Oat Mixers (honey only)
- **Western Family:** Corn Flakes, Frosted Shredded Wheat (bite-size), Corn Squares, Rice Squares, Wheat Squares, Toasted Oats, Bran Flakes, Oats & More (honey only)

Hot Cereal (Regular flavor only)



- **Cream of Wheat:** Whole Grain Cream of Wheat, Cream of Wheat Instant, Cream of Wheat 2 1/2 Minute
- **Western Family:** Creamy Wheat Farina, Instant Oatmeal (packets only)
- **Kroger:** Instant Oatmeal (packets only)
- **Market Pantry:** Instant Oatmeal (packets only)
- **Malt-O-Meal:** Original Hot Wheat Cereal
- **Hy-Top:** Instant Oatmeal (packets only)
- **Albertsons/Essential Everyday:** Instant Oatmeal (packets only)
- **Great Value:** Instant Oatmeal (packets only)
- **Quaker:** Instant Oatmeal (packets only)

Whole Grain Options

Whole Wheat Bread

Buy: 100% Whole Wheat Bread, 16 oz



- Sara Lee Classic 100% Whole Wheat
- Sara Lee Soft & Smooth 100% Whole Wheat



- Wonder Soft 100% Whole Wheat
- Authorized 100% whole wheat from WIC approved vendors with in-store bakeries

Whole wheat bread options for women fully breastfeeding more than one infant only:

Buy: 100% Whole Wheat Bread, 24 oz



- Sara Lee Hearty & Delicious 100% Whole Wheat
- Sara Lee Hearty & Delicious 100% Whole Wheat with Honey



- Nature's Pride 100% Whole Wheat
- Nature's Pride Oven Classic 100% Whole Wheat

Do Not Buy: Buns, rolls, bagels, white bread

Tortillas

Buy: Whole Wheat or Corn Tortillas, 14-16 oz



- Don Pancho: Whole Wheat, White Corn



- Guerrero: Whole Wheat



- La Banderita: Corn



- Mission: Whole Wheat, Yellow Corn

Do Not Buy: White flour tortillas, hard shells, wraps

Brown Rice

Buy: *Store brand/private label

- 14-16 oz package
- Regular, quick-cooking, instant

Do Not Buy: Boil-in-bag, ready-to-serve, added flavors/seasonings



Whole, refined & enriched grains:

What's the difference?

Whole grains include the entire grain seed, usually called the kernel. The kernel consists of three parts—the bran, germ, and endosperm.

Refined grains have been milled to remove the bran and germ from the grain. This is done to give grains a finer texture and improve their shelf life, but it also removes dietary fiber, iron, and many B vitamins (*thiamin, riboflavin, niacin, folic acid*).

Enriched grains are grain products with B vitamins and iron added back after processing. Most refined-grain products are enriched. Fiber is not added back to enriched grains.

Make half your grains whole. Eating whole grains as part of a healthy diet may lower your risk for heart disease, certain types of cancer and type II diabetes. A diet rich in whole grains also helps with constipation and weight management!





Tips for choosing whole grains:

1 Check the label for fiber. Use the Nutrition Facts label to check the fiber content of whole-grain foods. Good sources of fiber contain 10% to 19% of the Daily Value; excellent sources contain 20% or more.

2 Know what to look for on the ingredients list. Read the ingredients list and choose products that name a whole-grain ingredient first on the list. Look for “whole wheat,” “brown rice,” “bulgur,” “buckwheat,” “oatmeal,” “whole-grain cornmeal,” “whole oats,” “whole rye,” or “wild rice.”

3 Be a smart shopper. The color of a food is not a sign that it is a whole-grain food. Foods labeled as “multi-grain,” “stone-ground,” “100% wheat,” “cracked wheat,” “seven-grain,” or “bran” are usually not 100% whole-grain products, and may not contain any whole grain.

References: Get on the Grain Train (USDA 3/08), 2010 Dietary Guidelines



- Balance your calories with physical activity
- Enjoy your food, but eat less
- Make half your plate fruits and vegetables
- Switch to fat-free or low-fat (1%) milk
- Make half your grains whole grains
- Compare sodium in foods – and choose foods with lower numbers
- Drink water instead of sugary drinks



Breastfeeding

Babies, mothers and the whole family benefit from **breastfeeding**.

The American Academy of Pediatrics states **breastfeeding** is the recommended method of feeding.

It is the normal way of providing nutrients needed for healthy growth and development and provides superior protection against infection/disease.

Breastfeeding Support or Questions Call:

Name: _____

Phone Number: _____

Notes: _____



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